

Digital Analytics and Evaluation

ADVR 3330-001 and 3330-350 (Honors)

Fall 2022

Class Meeting: TTH 1:00-2:25 p.m.

Meeman Journalism Room 112

Prof. Joel Nichols

Office: 312 Meeman Journalism Building

Office Hours: Monday and Wednesday 10 a.m.-12:30 p.m. or by appointment

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COURSE REQUIREMENTS

Catalog Description

Gathering, understanding, and utilizing social media analytics for a variety of platforms. Students will become certified in multiple social media analytics platforms.

Course Information

This course was developed to help you (a) understand the need and importance behind social media and other digital platform analytics and (b) to teach you how to leverage the data made natively available by Facebook, Twitter, Instagram and LinkedIn, as well as Google Analytics, to evaluate social and digital PR/marketing campaigns. A bulk of this course will be spent working first-hand with data. After working with the data, you will learn how to identify key data points, create charts and graphs to visualize your analysis, glean insights and make actionable recommendations based on those insights. You will then learn how to put together a robust deliverable (i.e., a measurement and analytics plan) that highlights key findings from your analysis and provides sufficient detail for stakeholders to gain a thorough understanding of social performance.

Prerequisites

ADVR 3300 or PBRL 3400

Additionally, students should have a basic understanding of social media marketing and how businesses are using Facebook, Twitter, LinkedIn and Instagram. It is recommended that you start following brands on various platforms to see first-hand how businesses engage their audiences on social media.

Textbooks, Software and Required Materials

While there is no required textbook that students must purchase, there will be links to online articles or eBook downloads that students must read to successfully complete assignments. Additionally, the required text may be a link to an online video; it will be your responsibility to follow the course schedule to be prepared for each week. Course readings will be available via Canvas.

Classroom Format

This class will meet in-person in Meeman Room 112. Class discussion will cover the many aspects of digital marketing and PR/social media analytics and evaluation. Communications professionals will be featured as guest speakers during classes throughout the semester.

Accessing the Course Website

1. Go to the University of Memphis online learning home page: <http://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for ADVR 3330-001 or ADVR 3330-350 to enter your course and read the instructions on the welcome page.

Course Requirements

Read the required material(s) prior to class, join class on time and stay the whole time, participate in discussions, ask questions, do your assignments, complete your certifications and put together a solid final presentation – your measurement and analytics plan.

Honors

Any student who would like to receive honors credit for this course must enroll in the honors section of the course before the registration deadline. Honors students will work with professor to determine the required work for honors credit.

Grading

Assignments (5)	20 percent
Google Analytics certification	20 percent
Hootsuite certification	20 percent
Tests (2)	20 percent
Attendance and class discussion	20 percent

A = 90% of total possible

B = 80% of total possible

C = 70% of total possible

D = 60% of total possible

Extra credit may be available through participation in Student AdFed and AAF Memphis functions.

Assignments

- Students should use their best writing for assignments, as they are worth 20% of your grade.
- Your name should be at the top of the first page. You don't need a cover sheet, except for the measurement and analytics plan.
- Assignments should be written in third person and using AP style.
- Assignments must be between 350 to 450 words. Be concise in your writing.
- All work should be turned in as a Word document via Instructure, unless otherwise noted.
- All work must be uploaded to Instructure by 5:30 p.m. CT on the assigned Wednesday, unless

otherwise noted.

- More detail will be provided in class and on Instructure. Deadlines are also listed in the Class Schedule.

Assignments

You will analyze outside readings and reports, which will be discussed in class and posted in eCourseware, in the form of a 350- to 450-word response. You should provide insights and comments that demonstrate knowledge of the concepts found in the week's readings. The response is designed to allow you to engage in and analyze the readings. We will discuss responses/assignments during class.

Hootsuite Certification

You are required to earn your Hootsuite Platform and Social Marketing certification as part of ADVR3330 Analytics and Evaluation. This is a FREE certification and is due no later than 11:59 p.m. on October 25. To show completion of this assignment, you will upload a copy of your certificate to the appropriate Dropbox folder. More information to come on this in the first few weeks of class.

Google Analytics Certification

You are required to earn your Google Analytics Individual Qualification (IQ) as part of ADVR3330 Digital Analytics and Evaluation. This is also a FREE certification and is due no later than 11:59 p.m. on November

29. To show completion of this assignment, you will upload a copy of your certificate to the appropriate Dropbox folder. More information to come on this in the first few weeks of class.

COURSE SCHEDULE

WEEK 1, August 23 & 25: INTRODUCTION

Expectations: Show up, ask questions, talk social media, get to know your classmates!

Readings: What Is Social Media Analytics? <https://blog.hootsuite.com/social-media-analytics/>

Assignment: Writing assignment #1

WEEK 2, August 30 & Sept 1: What Is Social Media Analytics?

Readings: Facebook Marketing in 2021: How to Use Facebook for Business

<https://blog.hootsuite.com/facebook-marketing-tips/>

4 Tools to Use Instead of Facebook Analytics <https://blog.hootsuite.com/facebook-analytics- insights- beginners-guide/>

Assignment: Work on Hootsuite certification

WEEK 3, September 6 & 8: Hootsuite

Assignment: Work on Hootsuite certification

WEEK 4, September 13 & 15: Social Media – Facebook

Readings: The 21 Best Instagram Marketing Tips for 2021 (Cheat Sheet)

<https://blog.hootsuite.com/instagram-marketing/>

How to Use Instagram for Business: A Practical Step-by-Step Guide <https://blog.hootsuite.com/how-to-use-instagram-for-business/>

The 8 Best Instagram Analytics Tools (And Metrics to Track) <https://blog.hootsuite.com/instagram-analytics-tools-business/>

Assignment: Writing assignment #2

WEEK 5, September 20 & 22:: Social Media – Instagram

Readings: Twitter Marketing: The Complete Guide for Business <https://blog.hootsuite.com/twitter-marketing/>

How to Use Twitter Analytics: The Complete Guide for Marketers <https://blog.hootsuite.com/twitter-analytics-guide/>

Assignment: Work on Hootsuite certification

WEEK 6, September 27 & 29: Social Media – Twitter

Readings: None

Assignment: Study for your TEST #1

WEEK 7, October 4 & 6: Guest Speaker-Digital Analytics Professional & TEST #1

WEEK 8, October 11: NO CLASS (Fall Break) & October 13

Readings: How to Use LinkedIn for Business: A Step-by-Step Guide for Marketers

<https://blog.hootsuite.com/linkedin-for-business/>

LinkedIn Analytics: The Complete Guide for Marketers <https://blog.hootsuite.com/linkedin-analytics/>

Assignment: Work on Hootsuite certification

WEEK 9, October 18 & 20: LinkedIn

Readings: Email Marketing Guide for Successful Campaigns <https://mailchimp.com/resources/email-marketing-field-guide/>

Assignment: Writing assignment #3

WEEK 10, October 25 & 27: Email Marketing

Readings: 7 Marketing Strategies to Grow Your Audience <https://mailchimp.com/resources/7-ways-to-grow-your-audience/>

4 Simple Steps to Turn Customer Data into Targeted Campaigns That Sell More Stuff

<https://mailchimp.com/4-steps-use-customer-data-to-sell-more-stuff/>

Assignment: Hootsuite certification due

WEEK 11, November 1 & 3: Email Marketing

Readings: 5 Easy Ways to Promote Your Website and Grow Your Business

<https://mailchimp.com/resources/5-ways-to-increase-website-traffic/>

Website Search Engine Optimization Checklist

<https://mailchimp.com/resources/website-search-engine-optimization-checklist/> Assignment:

Assignment #4

WEEK 12, November 8 & 10: Website Content, Marketing + Analytics

Readings: none

Assignment: Study for TEST #2

WEEK 13, November 15 & 17: TEST #2

Readings: TBA: Guest Speaker: Digital Analytics Professional

Assignment: Work on Google Analytics Certification

WEEK 14, November 22: Google Analytics

Assignment: Assignment #5

WEEK 15, November 29 & December 1: Google Analytics

Readings: none

Assignment: Google Analytics certification due

WEEK 16, December 6 & 8: Exams

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in ADVR 3330

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Effectively and correctly apply basic numerical and statistical concepts
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Understand the need and importance behind digital platform analytics.
- Identify the key metrics from digital platforms such as Facebook, Instagram, Twitter and LinkedIn.
- Recognize key data-points and make appropriate strategic recommendations.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Evaluate digital media data and create charts and graphs to visualize your analysis.
- Make recommendations based on trends and results found in data analysis.
- Develop measurement and analytics plans based on your key findings from the data analysis.

How assessment of student learning will be met

Awareness

- Recognize data trends and pertinent data points from various digital platforms.

Understanding

- Understand how key findings from your data analysis impacts the digital and social media performance for clients.

Application

- Analyze data from digital platforms and create a measurement plan for various client types.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the

<http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to

follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at deanofstudents@memphis.edu and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.